

## ABSTRACT

Methods and apparatus for distributing multi-media data, e.g., video and audio data, corresponding to television programs, movies, local advertising, etc. are described. Video on demand services such as pay-per-view (PPV) services are supported by caching initial portions of PPV programs in user devices such as cable set top boxes and satellite receivers. In response to a request for a PPV movie, the user is immediately presented with the movie by outputting data corresponding to the requested program from the cache. During the presentation of the PPV program to the user, the cached data is supplemented with broadcast data obtained from a time staggered repetitive broadcasting of the requested PPV movie. A variety of regional news programs are also made available to a user of the invention through the use of program segment caching. Regional news program segments are cached prior to presentation time. At presentation time, regional news segments corresponding to a user selected regional news program are retrieved from the cache and combined with broadcast non-regional news segments. By stitching together cached non-regional news segments and regional news segments, a wide variety of regional news programs can be provided to the user without having to broadcast complete copies of the regional news programs. Program segment caching and stitching is performed at the user premises reducing the complexity of the centralized server.